

Message Text

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PAGE 01 MELBOU 00387 192211Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
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P R 180119Z FEB 77
FM AMCONSUL MELBOURNE
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3776
AMEMBASSY CANBERRA
AMEMBASSY TOKYO
AMCONSUL SYDNEY

UNCLAS MELBOURNE 0387

USDOC FOR USTS - TOLSON; TOKYO FOR USTS

E O 11652 N A
TAGS BEXP, AS
SUBJ: MELBOURNE VISIT USA ORIENTATION/SYDNEY TRAVEL SHOW: SMOKEY THE
BEAR PARTICIPATION

REF A MELBOURNE 0284 B USDOC 02634

1. MELBOURNE AND SYDNEY CONFIRM ACCEPTANCE OF CONDITIONS FOR
LOAN AND USE OF SMOKEY AS SET OUT IN REFTEL B FOR BOTH EVENTS.
2. MELBOURNE HAS BEEN ABLE TO ARRANGE FOR SMOKEY TO BE HONORED
GUEST OF MELBOURNE METROPOLITAN FIRE BRIGADE AND RIDE ON FIRE
BRIGADE ENGINE IN THE ANNUAL MELBOURNE MOOMBA PARADE ON MARCH 14.
THE MELBOURNE MOOMBA FESTIVAL ORGANIZERS ARE DELIGHTED WITH
SMOKEY'S PARTICIPATION.

FYI: MELBOURNE MOOMBA (THIS YEAR'S DATES: MARCH -14) IS
ANNUAL MARDI GRAS TYPE FESTIVAL WHICH ENDS WITH HUGE PARADE
OF FLOATS, BANDS, ETC AND IS WATCHED IN PERSON BY APPROX
500,000 PEOPLE. IN ADDITION PARADE IS TELEVISED ON THREE LOCAL
TV CHANNELS.
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3. FOR ADDED EXPOSURE MELBOURNE IS PREPARED TO HAVE SMOKEY
TRAVEL "IN PERSON" DURING AFTER NOON MARCH 14, FROM MELBOURNE
TO SYDNEY TO ARRIVE IN SYDNEY IN TIME FOR OFFICIAL OPENING OF
THE VISIT USA TRAVEL SHOW. MELBOURNE PRESENTLY EXPLORING
POSSIBILITIES FOR APPROPRIATE FIRE BRIGADE OR OTHER SUITABLE
ESCORT FOR MELBOURNE DEPARTURE AND SYDNEY ARRIVAL. REQUEST

COSTUME SIZE TO FIT MAN SIX FOOT ONE WEIGHING 186 POUNDS.

4. CHAIRMAN OF VICTORIAN FOREST COMMISSION HAS INVITED SMOKEY TO PARTICIPATE IN WORLD FOREST DAY MARCH 21 AT THE MELBOURNE CITY SQUARE. WORLD FOREST DAY IS ANNUALLY CELEBRATED IN MELBOURNE WITH LARGE FOREST INFORMATION DISPLAY AND GIVE AWAY OF YOUNG TREES. AVERAGE ATTENDANCE DURING DAY ESTIMATED AT 30 TO 50 THOUSAND PEOPLE. MARCH 21 IS ALSO OPENING OF MELBOURNE VISIT USA ORIENTATION.

5. SMOKEY'S MELBOURNE PRESENCE VERY TIMELY AS FEBRUARY 12 VICTORIAN BUSHFIRES DESTROYED THOUSANDS OF ACRES OF BUSH AND FOREST LANDS, KILLING FIVE PEOPLE AND INJURING ANOTHER ELEVEN. DESTROYED SOME 80 DWELLINGS, KILLED APPROX 500,000 SHEEP AND 80,000 CATTLE AND CAUSED DAMAGE IN EXCESS OF AUST DOLS 40 MILLION. INTEREST IN FOREST FIRE PREVENTION THEREFORE VERY ACUTE.

6. PLEASE REQUEST APPROVAL FROM FOREST SERVICE FOR PROPOSED ADDITIONAL USES FOR SMOKEY.

7. TO FULFILL ABOVE ENGAGEMENTS, SMOKEY COSTUME MUST ARRIVE MELBOURNE REPEAT MELBOURNE NO LATER THAN MARCH 10, 1977. PANAM FLT 811 FLIES LOS ANGELES-MELBOURNE DIRECT FIVE DAYS A WEEK.
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